


PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

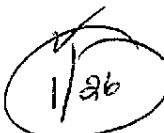
TO: Distribution

DATE: January 26, 1996

FROM: Thomas Lauinger 

SUBJECT: 1995 Fall Splash Final Report

Attached please find the final write-up concerning the 1995 Virginia Slims Fall Splash program. The first report is an analysis from the Marketing & Sales Information group. I have then included a program summary with additional results, as well as recommendations for future price programs. If any additional information is desired, please do not hesitate to ask.


1/26

CC:
S. LeVan
M. Maggio
W. Marin
S. Rush

2040156450